

REP HEADLINE# C135004 TH# F:120718  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
NOV1/12 21.05  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS  
AGY # AGY. NAME CROSSROADS MEDIA LLC

REP. # OFF. # SALESMAN #

66 CANAL CENTER PLAZA, SUITE 555

BUYER NAME EMILY MILHOAN  
SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6238004

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 21.05

REP: MAKEGOOD/REVISION  
SPOT CANCELED LN 38  
LN 101 ADDED  
PMG CHANGE LN'S 2,15,17,32,34,41,45,61,63,81,97  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
AMERICAN CROSSROADS

*Handwritten signature*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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2	NZ		1000P-1100P	30		\$5,000.00	11/2	11/2	1		FRI	1
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PROGRAM : REVOLUTION  
CON COM1 : REVOLUTION

15	NZ		700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
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PROGRAM : NEWS  
CON COM1 : NEWS

# 703-516-9680  
!  
FROM REP NOV1/12 21.05  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	NZ		730P-800P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : ET												
CON COM1: ET												
32	NZ		700P-730P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
34	NZ		730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : ET												
CON COM1: ET												
38	S		600P-630P	30		\$900.00	11/3	11/3	0		SAT	0
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
41	T		1130P-1200M	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
45	NZ		700P-830P	30		\$5,500.00	11/4	11/4	1		SUN	1
PROGRAM : FOOTBALL NIGHT IN AMERICA												
CON COM1: FOOTBALL NIGHT IN AMERICA												
61	NZ		700P-730P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
63	NZ		730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : ET												
CON COM1: ET												
81	NZ		730P-800P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : ET												
CON COM1: ET												

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*\*CHANGES\*\*\*  
 REP HEADLINE# 0238004 TRF# E:120718  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$  
 NOV1/12 21.05  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
97	NZ		700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
101	A		300A-1000A	30		\$900.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
NOV/12 104975.00												
CONTRACT TOTAL											104975.00	
TOTAL SPOTS											86	

MARKET TOTALS \$493,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%  
 SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD E-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 F-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 822 Issue 3



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104225	<b>Campaign Ref:</b> E:120718028
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	500	30 Comme	Nbr of Spots 1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02		30 Comme	Nbr of Spots Closed PR 1		1	
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1200	30 Comme	Nbr of Spots 1		1	1200
4	M-F 12p Today Show III ...F..	02	300	30 Comme	Nbr of Spots 1		1	300
5	M-F 2p Rachael Ray ...F..	03	300	30 Comme	Nbr of Spots 1		1	300
6	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots 1		1	450
7	M-F 4p Dr Oz ...F..	02	750	30 Comme	Nbr of Spots 1		1	750
8	M-F 5p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
9	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots 1		1	500
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>			
					69	16	85	
					<b>Closed PR</b>	8	2	10

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PHONE (813) 228-8888

Client: American Crossroads/ Issue  
Buyer:  
Schedule Dates: 10/29/12 to 11/11/12  
Est./PO Number: 06238004  
Associated Copies: No

Submission Cost: 104225  
Client/Product/Estimate: 11 / 27 / 694  
Weeks: 2  
Contract type: Political

Campaign Ref: E:120718028  
Sales Rep: HRP Washington, DC  
Order Ref: 06238004  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 530p News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
11	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
12	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
13	M-F 7p Entertainment Tonight ...F..	01		30 Comme	Nbr of Spots			
14	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots	1	1	1400
15	M-F 730p Extra ...F..	01		30 Comme	Nbr of Spots			
16	M-F 9a Today Show II ...F..	02	700	30 Comme	Nbr of Spots	1	1	700
17	M-F 1p Days Of Our Lives M.....	02	500	30 Comme	Nbr of Spots	1	1	500
18	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
19	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1200	30 Comme	Nbr of Spots	1	1	1200
20	M-F 12p Today Show III M.....	02	300	30 Comme	Nbr of Spots	1	1	300
21	M-F 2p Rachael Ray M.....	03	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

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Buyer:		Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
22	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
23	M-F 4p Dr Oz M.....	02	750	30 Comme	Nbr of Spots	1	1	750
24	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
25	M-F 5p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
26	M-F 530p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
27	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
28	M-F 6a News M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
29	M-F 7p Entertainment Tonight M.....	01		30 Comme	Nbr of Spots	1	1	
30	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
31	M-F 730p Extra M.....	01		30 Comme	Nbr of Spots	1	1	
32	M-F 9a Today Show II M.....	02	700	30 Comme	Nbr of Spots	1	1	700
33	M-Su 11p News 01		2500	30 Comme	Nbr of Spots	1	1	2500
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

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<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 /27 /694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
34	Sat 7a Today Show .....S.	03	625	30 Comme	Nbr of Spots	1	1	625
35	M-Su Late News Late Run .....S	01	2500	30 Comme	Nbr of Spots	1	1	2500
36	Sun 6p News .....S	02	1100	30 Comme	Nbr of Spots	1	1	1100
38	Sun 8a Today Show .....S	02	700	30 Comme	Nbr of Spots	1	1	700
39	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots	1	1	500
40	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
41	M-F 1135p ET / 1035p CT Tonight Show ...T...	02	1200	30 Comme	Nbr of Spots	1	1	1200
42	M-F 12p Today Show III ...T...	02	300	30 Comme	Nbr of Spots	1	1	300
43	M-F 2p Rachael Ray ...T...	03	300	30 Comme	Nbr of Spots	1	1	300
44	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots	1	1	450
45	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots	1	1	300
<b>Weekly Totals:</b> Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

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Buyer:	..	Client/Product/Estimate:	11/27/694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
46	M-F 5p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 530a News ...T...	01	500	30 Comme	Nbr of Spots 1		1	500
48	M-F 530p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 6p News ...T...	02	2000	30 Comme	Nbr of Spots 1		1	2000
50	M-F 6a News ...T...	02	1000	30 Comme	Nbr of Spots 1		1	1000
51	M-F 7p Entertainment Tonight ...T...	01		30 Comme	Nbr of Spots Closed PR 1		1	
52	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots 1		1	1400
53	M-F 730p Extra ...T...	01		30 Comme	Nbr of Spots Closed PR 1		1	
54	M-F 9a Today Show II ...T...	02	700	30 Comme	Nbr of Spots 1		1	700
55	M-F 1p Days Of Our Lives ...T....	02	500	30 Comme	Nbr of Spots 1		1	500
56	M-Su 11p News ..T....	01	2500	30 Comme	Nbr of Spots 1		1	2500
57	M-F 1135p ET / 1035p CT Tonight Show	02	1200	30 Comme	Nbr of Spots 1		1	1200
Weekly Totals:					Total Spots(Ord Spots)	69	16	85
Closed PR						8	2	10



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Buyer:		Client/Product/Estimate:	11/27/694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
58	M-F 12p Today Show III T.....	02	300	30 Comme	1		1	300
59	M-F 2p Rachael Ray T.....	03	300	30 Comme	1		1	300
60	M-F 3p Doctors T.....	03	450	30 Comme	1		1	450
61	M-F 4p Dr Oz T.....	02	750	30 Comme	1		1	750
62	M-F 5p News T.....	02	1500	30 Comme	1		1	1500
63	M-F 530a News T.....	01	500	30 Comme	1		1	500
64	M-F 530p News T.....	02	1500	30 Comme	1		1	1500
65	M-F 6p News T.....	02	2000	30 Comme	1		1	2000
66	M-F 6a News T.....	02	1000	30 Comme	1		1	1000
67	M-F 7a Today Show T.....	02	1400	30 Comme	1		1	1400
68	M-F 730p Extra T.....	01		30 Comme	1		1	
69	M-F 9a Today Show II T.....	02	700	30	1		1	700

Weekly Totals: Total Spots(Ord Spots) 69 16 85  
Closed PR 8 2 10

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**PHONE (813) 228-8868**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104225	<b>Campaign Ref:</b> E:120718028
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11/27/694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-F 1p Days Of Our Lives ..W....	02	500	30 Comme	Nbr of Spots	1	1	500
71	M-Su 11p News ..W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
72	M-F 1135p ET / 1035p CT Tonight Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
73	M-F 12p Today Show III ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
74	M-F 2p Rachael Ray ..W....	03	300	30 Comme	Nbr of Spots	1	1	300
75	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
76	M-F 4p Dr Oz ..W....	02		30 Comme	Nbr of Spots			
77	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
78	M-F 5p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
79	M-F 530a News ..W....	01	500	30 Comme	Nbr of Spots	1	1	500
80	M-F 530p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	69	16	85
					<b>Closed PR</b>	8	2	10

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Est/PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots 1		1	1000
83	M-F 7p Entertainment Tonight ..W....	01		30 Comme	Nbr of Spots Closed PR 1		1	
84	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots 1		1	1400
85	M-F 9a Today Show II ..W....	02	700	30 Comme	Nbr of Spots 1		1	700
90	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
91	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
92	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
93	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
94	M-F 7p News ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
95	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
96	M-F 730p Entertainment Tonight T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
97	M-F 7p News ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
98	Sun 7p ET / 6p CT Football Night In America .....S	02	5500	30 Comme	Nbr of Spots 1		1	5500
99	Fri 10p ET / 9p CT Revolution ...F..	02	5000	30 Comme	Nbr of Spots 1		1	5000
Mkgsd	Sat 9a News ....S.	01	900	30 Comme	Nbr of Spots 1		1	900
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	0.00	99 (11/02)	0000184618	E:120718028
13	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
15	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
29	M-F 7p Entertainment Tonight	:30 Commercial	11/05/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
31	M-F 730p Extra	:30 Commercial	11/05/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
51	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
53	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
68	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
76	M-F 4p Dr Oz	:30 Commercial	10/29/12	Closed Pre Emption	750.00	No Makegood / Credit	0000000000	E:120718028
83	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	10(31)	0000167963	E:120718028

Grand Totals

Local

		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	85	69	16
Cost	104,225	85,825	18,400

Grand Totals:

Spots:	85
Gross Total:	104,225.00
Commission:	15,633.75
Net Total:	88,591.25

JUL 18/12 12.1  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

REP. #	OFF. #	SALESMAN #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58
59	59	59
60	60	60
61	61	61
62	62	62
63	63	63
64	64	64
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66	66	66
67	67	67
68	68	68
69	69	69
70	70	70
71	71	71
72	72	72
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74	74	74
75	75	75
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79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

SALES PRSN WA-- MEGHAN MCCARR (H)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	JUL18/12	12.10
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CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
AMERICAN CROSSROADS

100-443887-100

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												
AGENCY ADVERTISER CODE = 11      AGENCY EST# = 694 AGENCY PRODUCT CODE = 27												

2	1000P-1100P	30	\$5,000.00
---	-------------	----	------------

PROGRAM :	DATELINE
CON COM1 :	DATELINE

```
PROGRAM : NEWS CHANNEL 8 @ 11PM
CON COM1: NEWS CHANNEL 8 @ 11PM
```

REP HEADLINE# 6238004  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/2	11/2	1		FRI	1
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/2	11/2	1		FRI	1
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/2	11/2	1		FRI	1
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/2	11/2	1		FRI	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/2	11/2	1		FRI	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	11/2	11/2	1		FRI	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	11/2	11/2	1		FRI	1
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/2	11/2	1		FRI	1
12			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	11/2	11/2	1		FRI	1

REP HEADLINE# 6238004  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	11/2	11/2	1		FRI	1
14			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	11/2	11/2	0		FRI	0
15			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	11/2	11/2	1		FRI	1
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	11/2	11/2	1		FRI	1
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/2	11/2	1		FRI	1
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	11/2	11/2	1		FRI	1
19			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	11/5	11/5	1		MON	1
20			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	11/5	11/5	1		MON	1
21			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/5	11/5	1		MON	1



REP HEADLINE# 6238004  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 JUL18/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/5	11/5	1		MON	1
23			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/5	11/5	1		MON	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/5	11/5	1		MON	1
25			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/5	11/5	1		MON	1
26			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	11/5	11/5	1		MON	1
27			500P-530P PROGRAM : NEWSCHANNEL 8 5P CON COM1: NEWSCHANNEL 8 5P	30		\$1,500.00	11/5	11/5	1		MON	1
28			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/5	11/5	1		MON	1
29			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	11/5	11/5	1		MON	1
30			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	11/5	11/5	1		MON	1

REP HEADLINE# 6238004  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	11/5	11/5	0		MON	0
32			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	11/5	11/5	1		MON	1
33			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	11/5	11/5	1		MON	1
34			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/5	11/5	1		MON	1
35			800P-900P PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$2,500.00	11/5	11/5	0		MON	0
36			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	11/5	11/5	1		MON	1
37			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	11/3	11/3	1		SAT	1
38			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$900.00	11/3	11/3	1		SAT	1
39			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,300.00	11/3	11/3	0		SAT	0

*1*

JUL 18/12 12.1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			700A-900A	30		\$625.00	11/3	11/3	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1 : SATURDAY TODAY												
41			1100P-1135P	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			200P-600P	30		\$650.00	11/4	11/4	0		SUN	0
PROGRAM : BMW CHAMPIONSHIPS/9/12												
CON COM1 : BMW CHAMPIONSHIP9/9/12												
43			600P-630P	30		\$1,100.00	11/4	11/4	1		SUN	1
PROGRAM : NEWSCHANNEL 8												
CON COM1 : NEWSCHANNEL 8												
44			700P-830P	30		\$ .00	11/4	11/4	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
45			700P-830P	30		\$5,500.00	11/4	11/4	1		SUN	1
PROGRAM : FOOTBALL												
CON COM1 : FOOTBALL												
46			800A-900A	30		\$700.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1 : SUNDAY TODAY												
47			100P-200P	30		\$500.00	11/1	11/1	1		THU	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
48			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												

JUL 18/12 12.1  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
49			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/1	11/1	1		THU	1
50			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/1	11/1	1		THU	1
51			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/1	11/1	1		THU	1
52			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/1	11/1	1		THU	1
53			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/1	11/1	0		THU	0
54			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	11/1	11/1	1		THU	1
55			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	11/1	11/1	1		THU	1
56			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	11/1	11/1	1		THU	1
57			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/1	11/1	1		THU	1

JUL18/12 12.1  
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			600P-630P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL8												
CON COM1 : NEWS CHANNEL8												
59			600A-700A	30		\$1,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
60			630P-700P	30		\$5,000.00	11/1	11/1	0		THU	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1 : NBC NIGHTLY NEWS												
61			700P-730P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1 : ENTERTAINMENT TONIGHT												
62			700A-900A	30		\$1,400.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
63			730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : EXTRA												
CON COM1 : EXTRA												
64			900A-1000A	30		\$700.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHOW 2												
CON COM1 : TODAY SHOW 2												
65			100P-200P	30		\$500.00	10/30	10/30	1		TUE	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
66			1100P-1135P	30		\$2,500.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												

REP HEADLINE# 2235004  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/30	10/30	1		TUE	1
68			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/30	10/30	1		TUE	1
69			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/30	10/30	1		TUE	1
70			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/30	10/30	1		TUE	1
71			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/30	10/30	1		TUE	1
72			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/30	10/30	0		TUE	0
73			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/30	10/30	1		TUE	1
74			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/30	10/30	1		TUE	1
75			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/30	10/30	1		TUE	1

REP HEADLINE# 0230004  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
76			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,000.00	10/30	10/30	1		TUE	1
77			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/30	10/30	1		TUE	1
78			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1 : NBC NIGHTLY NEWS	30		\$5,000.00	10/30	10/30	0		TUE	0
79			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$2,000.00	10/30	10/30	0		TUE	0
80			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	10/30	10/30	1		TUE	1
81			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$2,000.00	10/30	10/30	1		TUE	1
82			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$700.00	10/30	10/30	1		TUE	1
83			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES	30		\$500.00	10/31	10/31	1		WED	1
84			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/31	10/31	1		WED	1





REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM RFP  
JUL18/12 12.1  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			600P-630P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
95			600A-700A	30		\$1,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
96			630P-700P	30		\$5,000.00	10/31	10/31	0		WED	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
97			100P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
98			700A-900A	30		\$1,400.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
99			730P-800P	30		\$2,000.00	10/31	10/31	0		WED	0
PROGRAM : EXTRA												
CON COM1: EXTRA												
100			900A-1000A	30		\$700.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
NOV/12 104975.00												CONTRACT TOTAL
												TOTAL SPOTS
												104975.00
												86
MARKET TOTALS \$499,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%												
SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%												
SVC- NSI												
DEMOS- RA35+*												

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718028
<b>Buyer:</b> ...	<b>Client/Product/Estimate:</b> 11/27/894	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL	104075
<b>Demographic:</b> (L) Household	<b>Order:</b>		

Ref	Sales Product Details	Rate	Spot Type		10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	500	30 Comme	Nbr of Spots	1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots	1		1	5000
3	M-F 1135p ET / 1035p CT Tonight Show ..F..	1200	30 Comme	Nbr of Spots	1		1	1200
4	M-F 12p Today Show III ...F..	300	30 Comme	Nbr of Spots	1		1	300
5	M-F 2p Rachael Ray ...F..	300	30 Comme	Nbr of Spots	1		1	300
6	M-F 3p Doctors ...F..	450	30 Comme	Nbr of Spots	1		1	450
7	M-F 4p Dr Oz ...F..	750	30 Comme	Nbr of Spots	1		1	750
8	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots	1		1	1500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					69	16	85	

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 680 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718028
Buyer:		Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type		10/29	11/05	Total	Cost
9	M-F 530a News ...F..	500	30 Comme	Nbr of Spots	1		1	500
10	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots	1		1	1500
11	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
12	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots	1		1	1000
13	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
14	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots	1		1	1400
15	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
16	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots	1		1	700
17	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots		1	1	500
18	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots		1	1	2500
19	M-F 1135p ET / 1035p CT Tonight Show	1200	30	Nbr of Spots		1	1	1200
Weekly Totals:				Total Spots (Ord Spots)	69	16	85	

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**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



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 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

**Client:** American Crossroads/ Issue  
**Buyer:** ..  
**Schedule Dates:** 10/29/12 to 11/11/12  
**Est./PO Number:** 06238004

**Submission Cost:** 104075  
**Client/Product/Estimate:** 11 / 27 / 694  
**Weeks:** 2  
**Contract type:** Political

**Campaign Ref:** E:120718028  
**Sales Rep:** HRP Washington, DC  
**Order Ref:** 06238004  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 12p Today Show III M.....	300	30 Comme	Nbr of Spots	1	1	300
21	M-F 2p Rachael Ray M.....	300	30 Comme	Nbr of Spots	1	1	300
22	M-F 3p Doctors M.....	450	30 Comme	Nbr of Spots	1	1	450
23	M-F 4p Dr Oz M.....	750	30 Comme	Nbr of Spots	1	1	750
24	M-F 5a News M.....	300	30 Comme	Nbr of Spots	1	1	300
25	M-F 5p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
26	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
27	M-F 6p News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
28	M-F 6a News M.....	1000	30 Comme	Nbr of Spots	1	1	1000
29	M-F 7p Entertainment Tonight M.....	2000	30 Comme	Nbr of Spots	1	1	2000
30	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
<b>Weekly Totals:</b> Total Spots(Ord Spots)				69	16	85	

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**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718028
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11/27/894	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est/PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 730p Extra M.....	2009	30 Comme		1	1	2009
32	M-F 9a Today Show II M.....	700	30 Comme		1	1	700
33	M-Su 11p News .....S.	2500	30 Comme	1		1	2500
34	Sat 7a Today Show .....S.	625	30 Comme	1		1	625
35	M-Su Late News Late Run .....S	2500	30 Comme	1		1	2500
36	Sun 6p News .....S	1100	30 Comme	1		1	1100
37	Sun 7p ET / 6p CT Football Night In America .....S	5500	30 Comme	1		1	5500
38	Sun 8a Today Show .....S	700	30 Comme	1		1	700
39	M-F 1p Days Of Our Lives ...T...	500	30 Comme	1		1	500
40	M-Su 11p News ...T...	2500	30 Comme	1		1	2500
	M-F 1135p ET / 1035p CT Tonight						
<b>Weekly Totals: Total Spots(Ord Spots)</b>				69	16	85	

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<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718028
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
41	Show ...T...	1200	30 Comme	Nbr of Spots	1	1	1200
42	M-F 12p Today Show III ...T...	300	30 Comme	Nbr of Spots	1	1	300
43	M-F 2p Rachael Ray ...T...	300	30 Comme	Nbr of Spots	1	1	300
44	M-F 3p Doctors ...T...	450	30 Comme	Nbr of Spots	1	1	450
45	M-F 5a News ...T...	300	30 Comme	Nbr of Spots	1	1	300
46	M-F 5p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
47	M-F 530a News ...T...	500	30 Comme	Nbr of Spots	1	1	500
48	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
49	M-F 6p News ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
50	M-F 6a News ...T...	1000	30 Comme	Nbr of Spots	1	1	1000
51	M-F 7p Entertainment Tonight ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>				69	16	85	

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Buyer:	..	Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
52	M-F 7a Today Show ...T....	1400	30 Comme	Nbr of Spots	1		1	1400
53	M-F 730p Extra ...T....	2000	30 Comme	Nbr of Spots	1		1	2000
54	M-F 9a Today Show II ...T....	700	30 Comme	Nbr of Spots	1		1	700
55	M-F 1p Days Of Our Lives ...T....	500	30 Comme	Nbr of Spots	1		1	500
56	M-Su 11p News ...T....	2500	30 Comme	Nbr of Spots	1		1	2500
57	M-F 1135p ET / 1035p CT Tonight Show ...T....	1200	30 Comme	Nbr of Spots	1		1	1200
58	M-F 12p Today Show III ...T....	300	30 Comme	Nbr of Spots	1		1	300
59	M-F 2p Rachael Ray ...T....	300	30 Comme	Nbr of Spots	1		1	300
60	M-F 3p Doctors ...T....	450	30 Comme	Nbr of Spots	1		1	450
61	M-F 4p Dr Oz ...T....	750	30 Comme	Nbr of Spots	1		1	750
62	M-F 5p News ...T....	1500	30 Comme	Nbr of Spots	1		1	1500
Weekly Totals: Total Spots(Ord Spots)					69	16	85	

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Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718028
Buyer:	..	Client/Product/Estimate:	11/27/894	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 530a News .T.....	500	30 Comme	Nbr of Spots	1	1	500
64	M-F 530p News .T.....	1500	30 Comme	Nbr of Spots	1	1	1500
65	M-F 6p News .T.....	2000	30 Comme	Nbr of Spots	1	1	2000
66	M-F 6a News .T.....	1000	30 Comme	Nbr of Spots	1	1	1000
67	M-F 7a Today Show .T.....	1400	30 Comme	Nbr of Spots	1	1	1400
68	M-F 730p Extra .T.....	2000	30 Comme	Nbr of Spots	1	1	2000
69	M-F 9a Today Show II .T.....	700	30 Comme	Nbr of Spots	1	1	700
70	M-F 1p Days Of Our Lives ..W....	500	30 Comme	Nbr of Spots	1	1	500
71	M-Su 11p News ..W....	2500	30 Comme	Nbr of Spots	1	1	2500
72	M-F 1135p ET / 1035p CT Tonight Show ..W....	1200	30 Comme	Nbr of Spots	1	1	1200
73	M-F 12p Today Show III ..W....	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)				69	16	85	



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<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 11 / 27 / 694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 2p Rachael Ray ..W....	300	30 Comme	Nbr of Spots 1		1	300
75	M-F 3p Doctors ..W....	450	30 Comme	Nbr of Spots 1		1	450
76	M-F 4p Dr Oz ..W....	750	30 Comme	Nbr of Spots 1		1	750
77	M-F 5a News ..W....	300	30 Comme	Nbr of Spots 1		1	300
78	M-F 5p News ..W....	1500	30 Comme	Nbr of Spots 1		1	1500
79	M-F 530a News ..W....	500	30 Comme	Nbr of Spots 1		1	500
80	M-F 530p News ..W....	1500	30 Comme	Nbr of Spots 1		1	1500
81	M-F 6p News ..W....	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 6a News ..W....	1000	30 Comme	Nbr of Spots 1		1	1000
83	M-F 7p Entertainment Tonight ..W....	2000	30 Comme	Nbr of Spots 1		1	2000
84	M-F 7a Today Show	1400	30	Nbr of Spots 1		1	1400
<b>Weekly Totals: Total Spots(Ord Spots)</b>				69	16	85	

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<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718028
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11/27/094	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238004
<b>Est./PO Number:</b> 06238004	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
85	M-F 9a Today Show II W....	700	30 Comme	1			1	700
<b>Weekly Totals:</b>		<b>Total Spots(Ord Spots)</b>			69	16	85	

Grand Totals				Month 11 Weeks: 4			
Totals		10/29		11/05			
Spots	85		69				16
Cost	104075		85675				18400

<b>Grand Totals:</b>	<b>Spots:</b>	<b>85</b>
	<b>Gross Total:</b>	<b>104,075.00</b>
	<b>Commission:</b>	<b>15,611.25</b>
	<b>Net Total:</b>	<b>88,463.75</b>